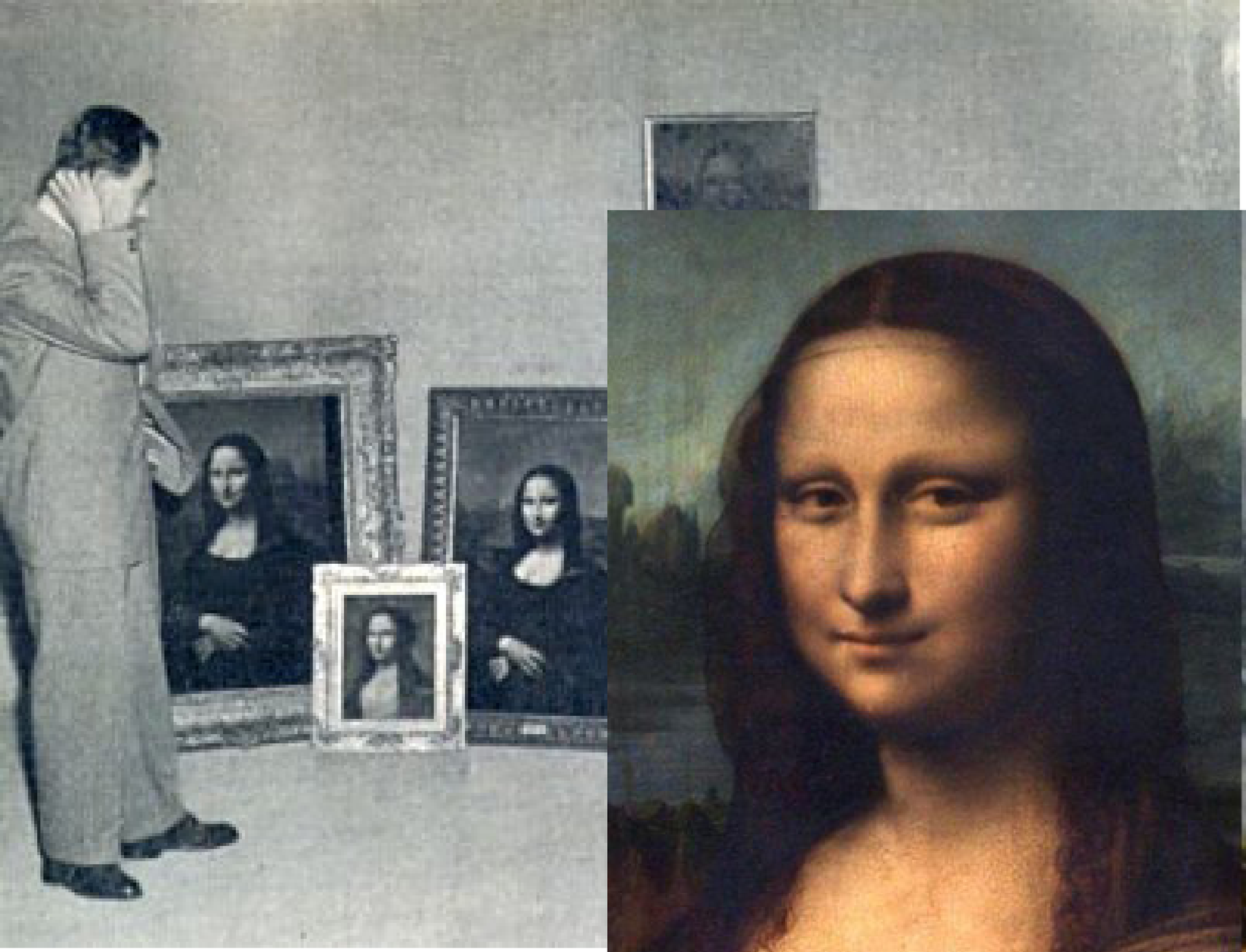
copycat architecture

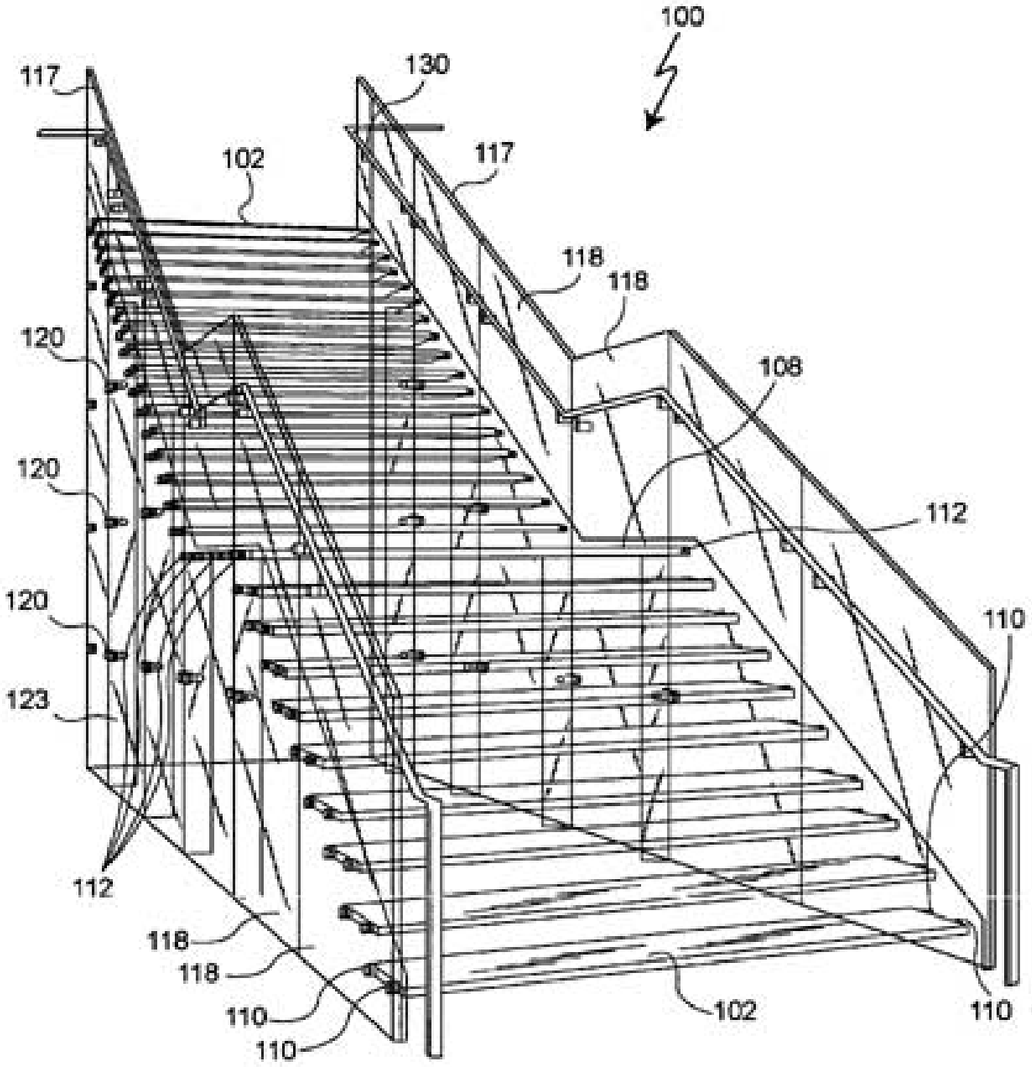
copycat architecture

(or the role of **image** in architecture)

image: exterior form of a building

(e.g. the main photograph for a publication)




100
117
130
102
117
118
118
120
108
120
112
120
110
123
112
118
118
110
110
102
110

who cares?

architect?

owner?

users?

public?

media?

does image matter?

Image
Regional Context
Immediate Context (Site)
Scale
Program
Relationship between interior & exterior
Material

Image
Regional Context
Immediate Context (Site)
Scale

Program
Relationship between interior & exterior
Material

Image
Regional Context
Immediate Context (Site)
Scale

Program
Relationship between interior & exterior
Material

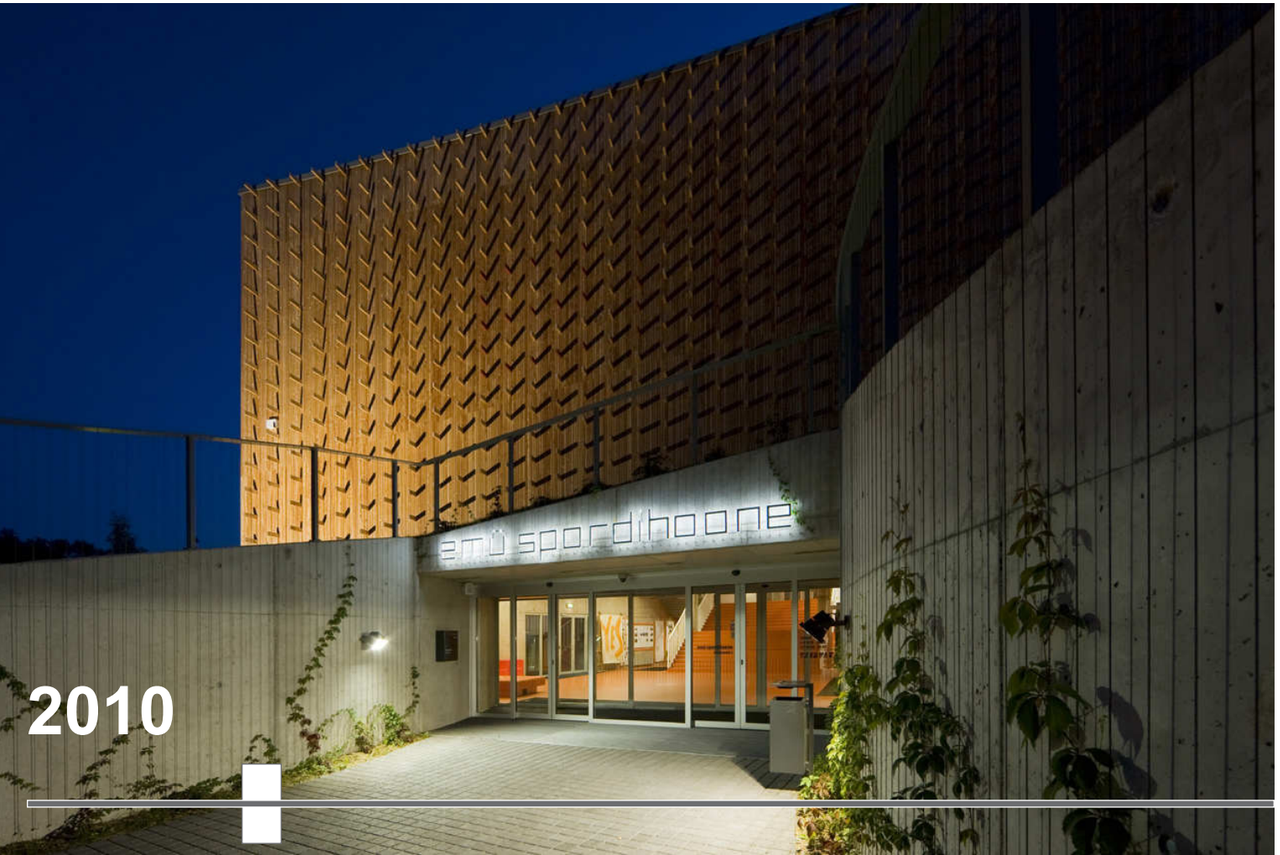
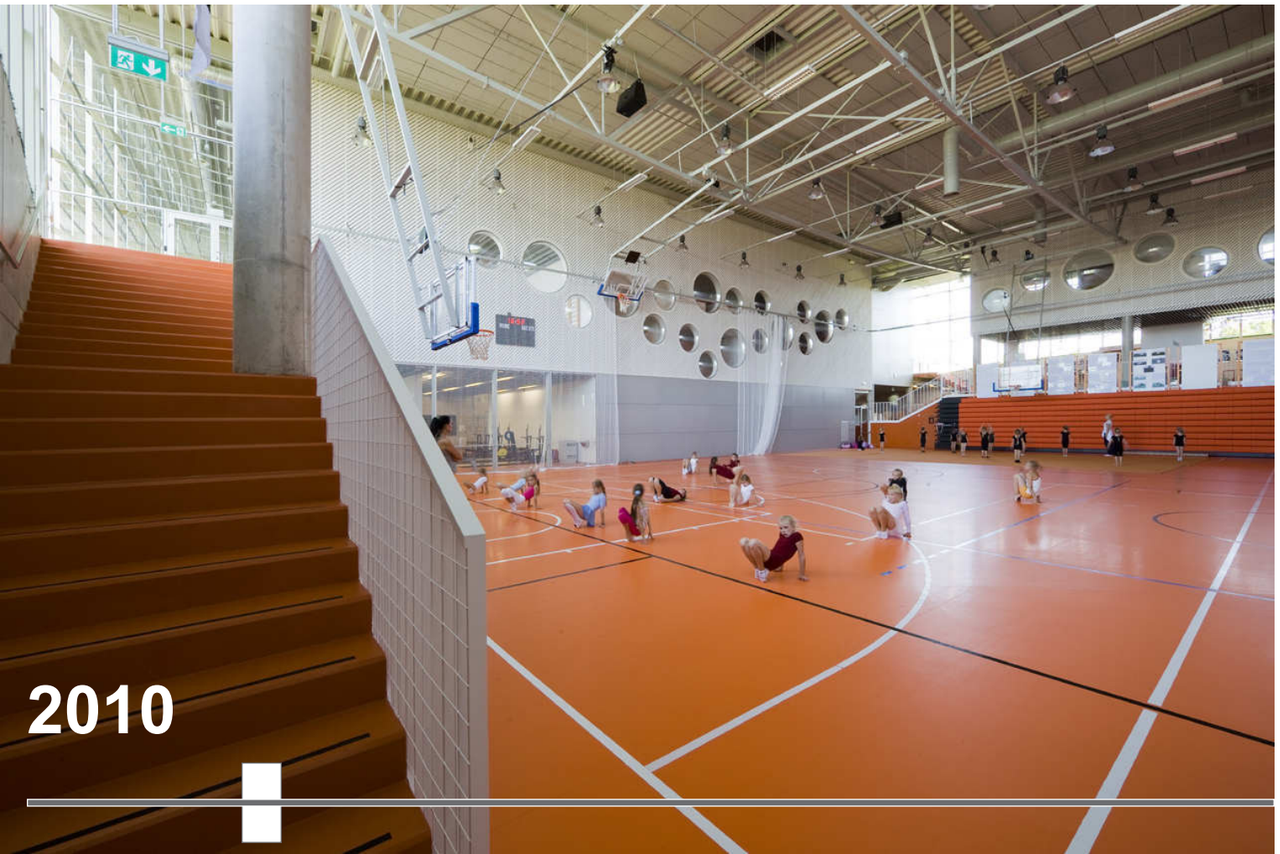


Image
Regional Context
Immediate Context (Site)
Scale

Program
Relationship between interior & exterior
Material



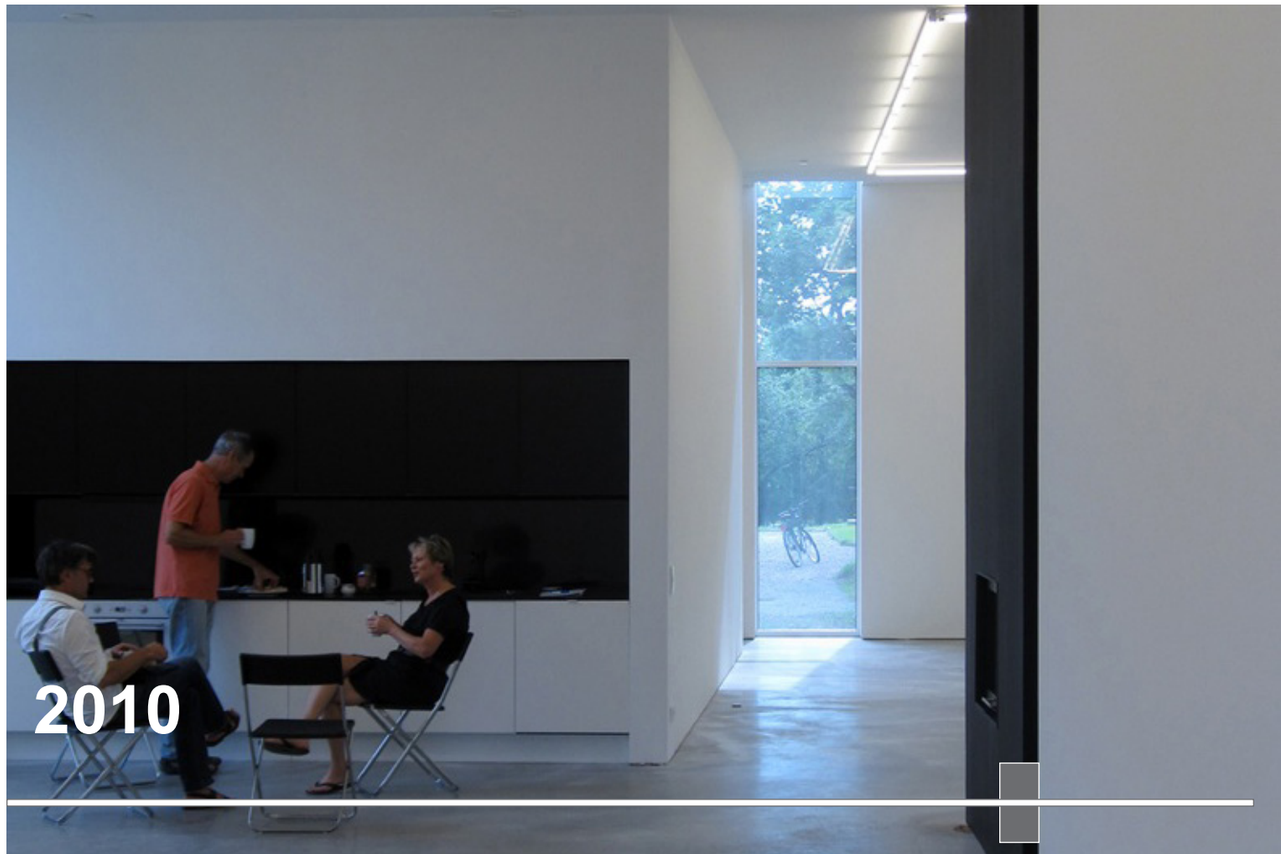


Image
Regional Context
Immediate Context (Site)
Scale

Program
Relationship between interior & exterior
Material

2010

2010

Image
Regional Context
Immediate Context (Site)
Scale

2010

Program
Relationship between interior & exterior
Material

2010

Image
Regional Context
Immediate Context (Site)
Scale

2010

Program
Relationship between interior & exterior
Material

2010

Image
Regional Context
Immediate Context (Site)
Scale

Program
Relationship between interior & exterior
Material

Image

Regional Context

Immediate Context (Site)

Scale

Program

Relationship between interior & exterior

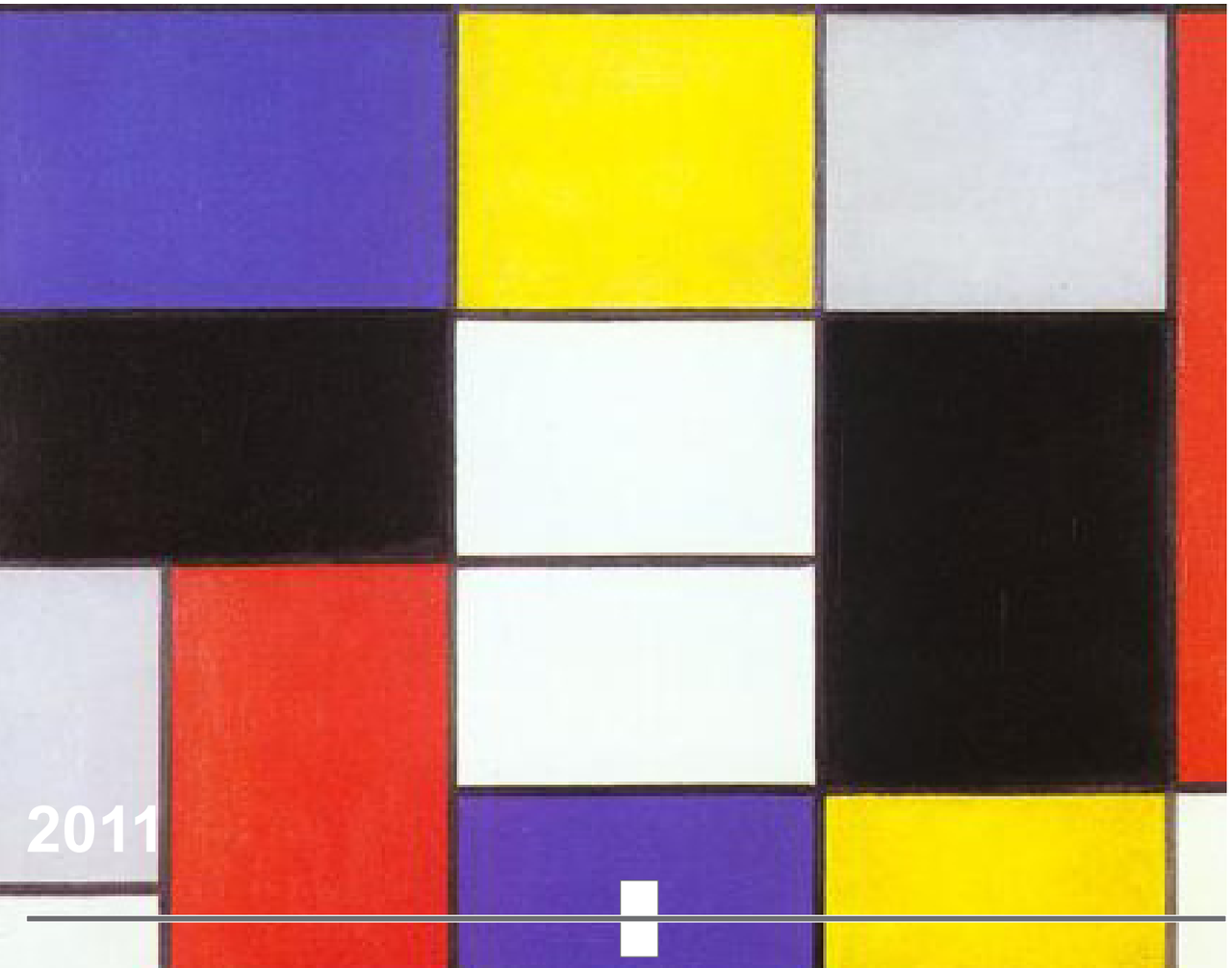
Material

Image
Regional Context
Immediate Context (Site)
Scale
2011

Program
Relationship between interior & exterior
Material
2002

Image
Regional Context
Immediate Context (Site)
Scale

Program
Relationship between interior & exterior
Material



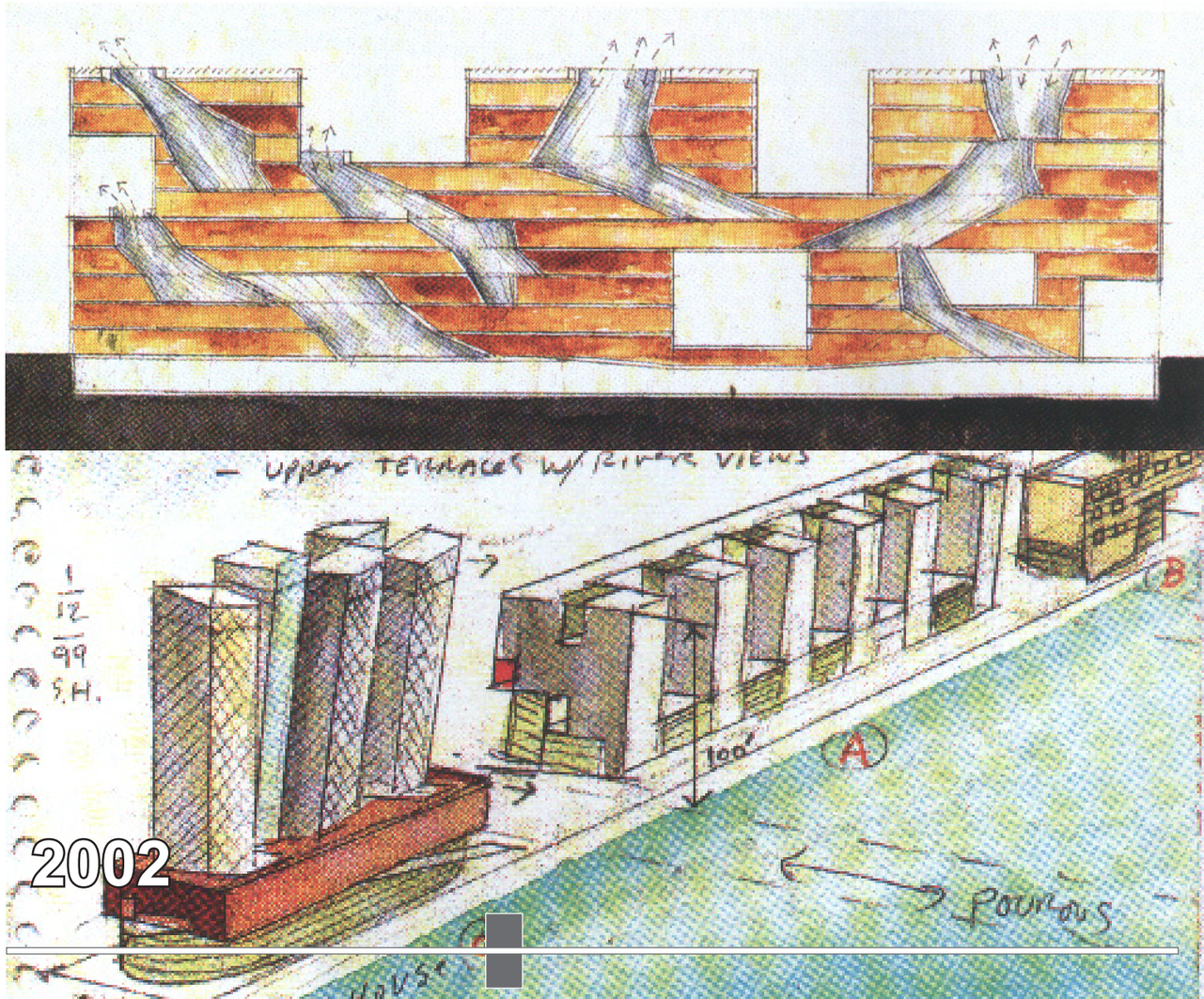


Image
Regional Context
Immediate Context (Site)
Scale

Program
Relationship between interior & exterior
Material

2011

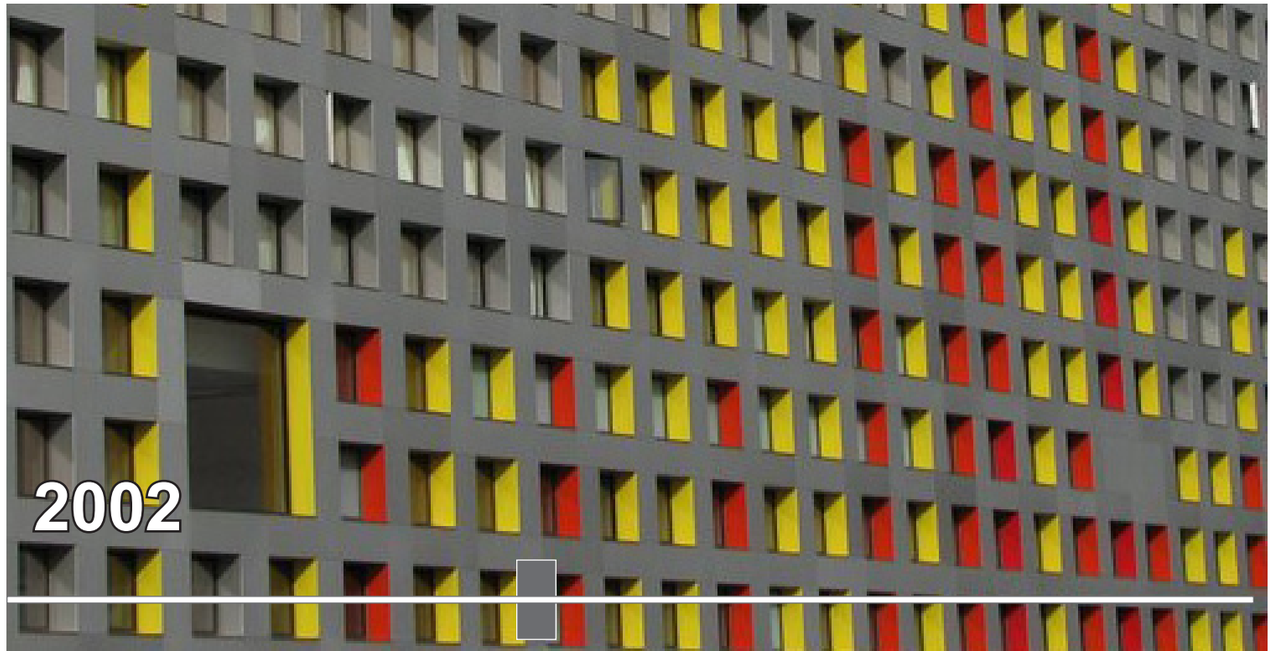
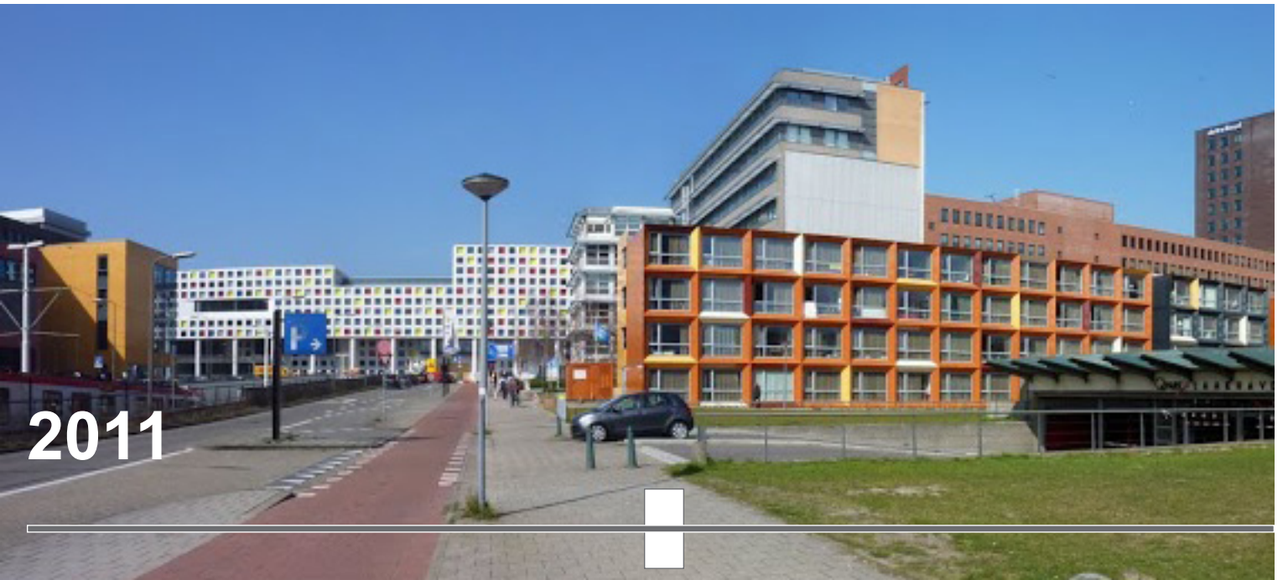

2002

Image
Regional Context
Immediate Context (Site)
Scale
spoor
4
spoor
3

Program
Relationship between interior & exterior
Material


2011

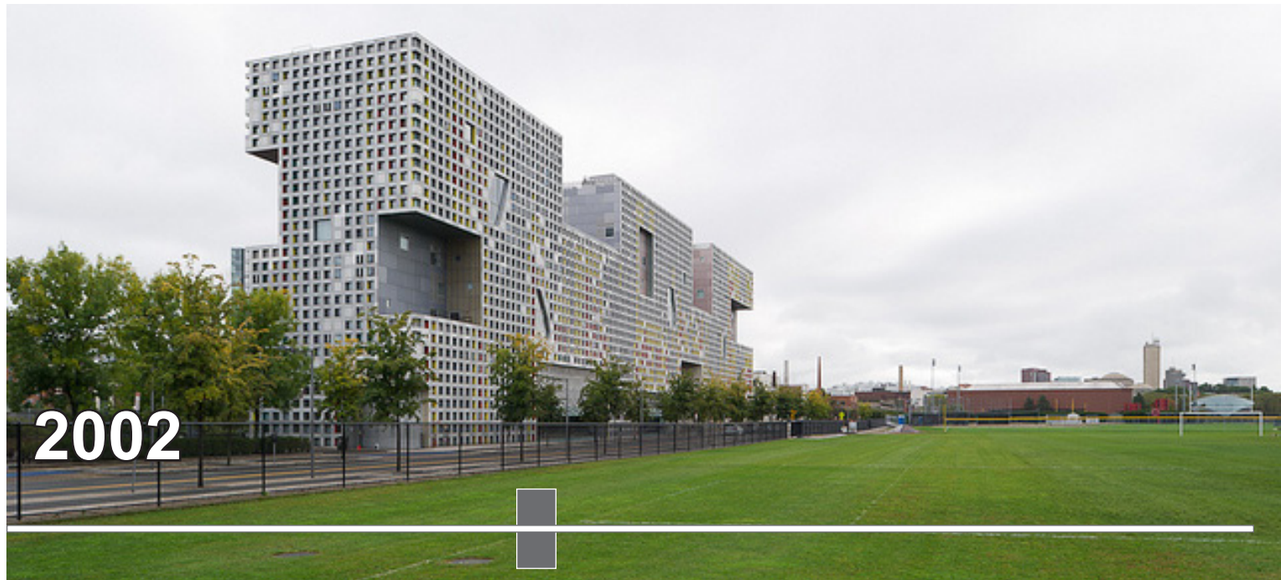
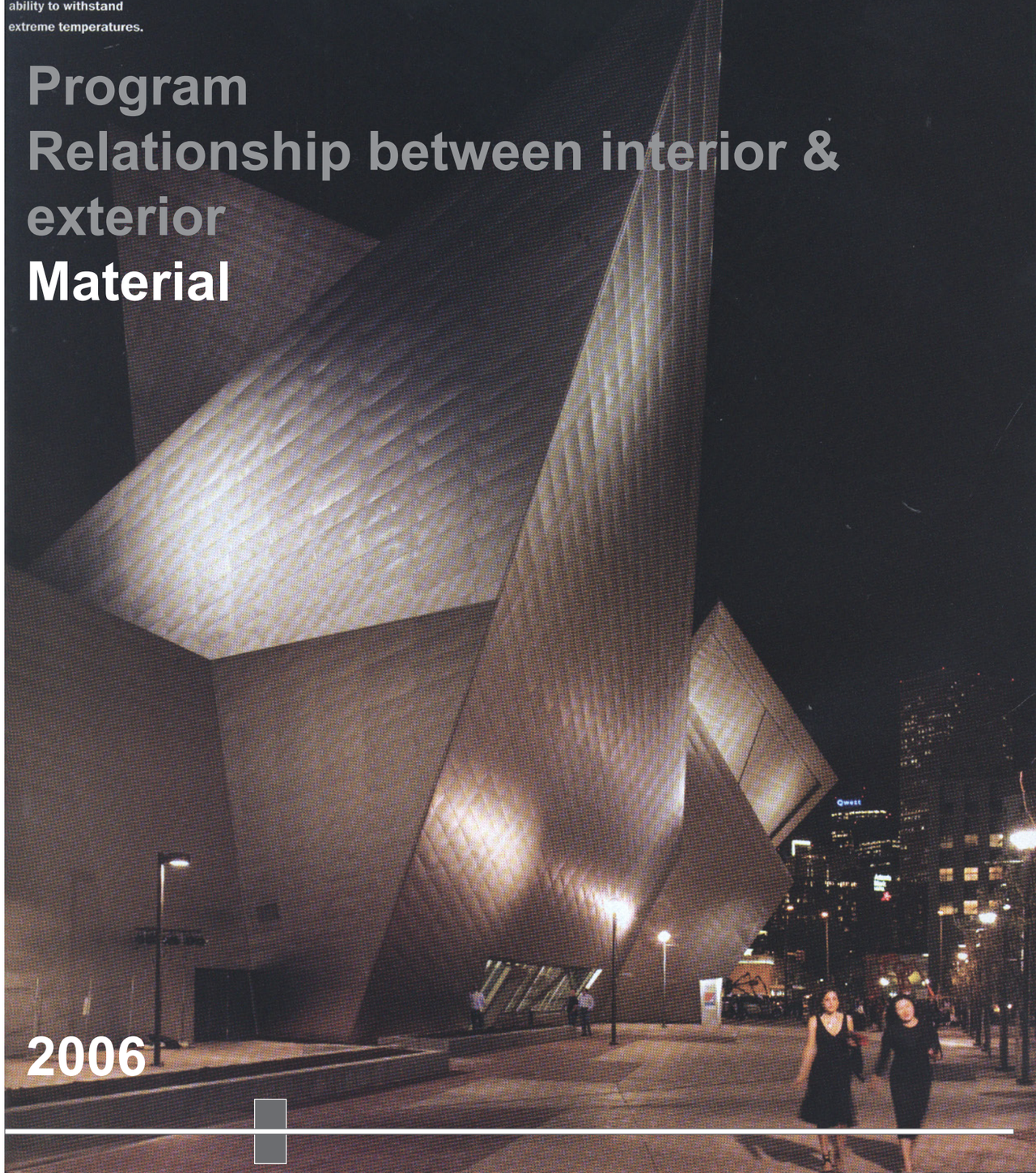

2002

Image
Regional Context
Immediate Context (Site)
Scale

Program
Relationship between interior & exterior
Material

Image
Regional Context
Immediate Context (Site)
Scale

2012



Program
Relationship between interior & exterior
Material

2006

Image
Regional Context
Immediate Context (Site)
Scale

Program
Relationship between interior & exterior
Material

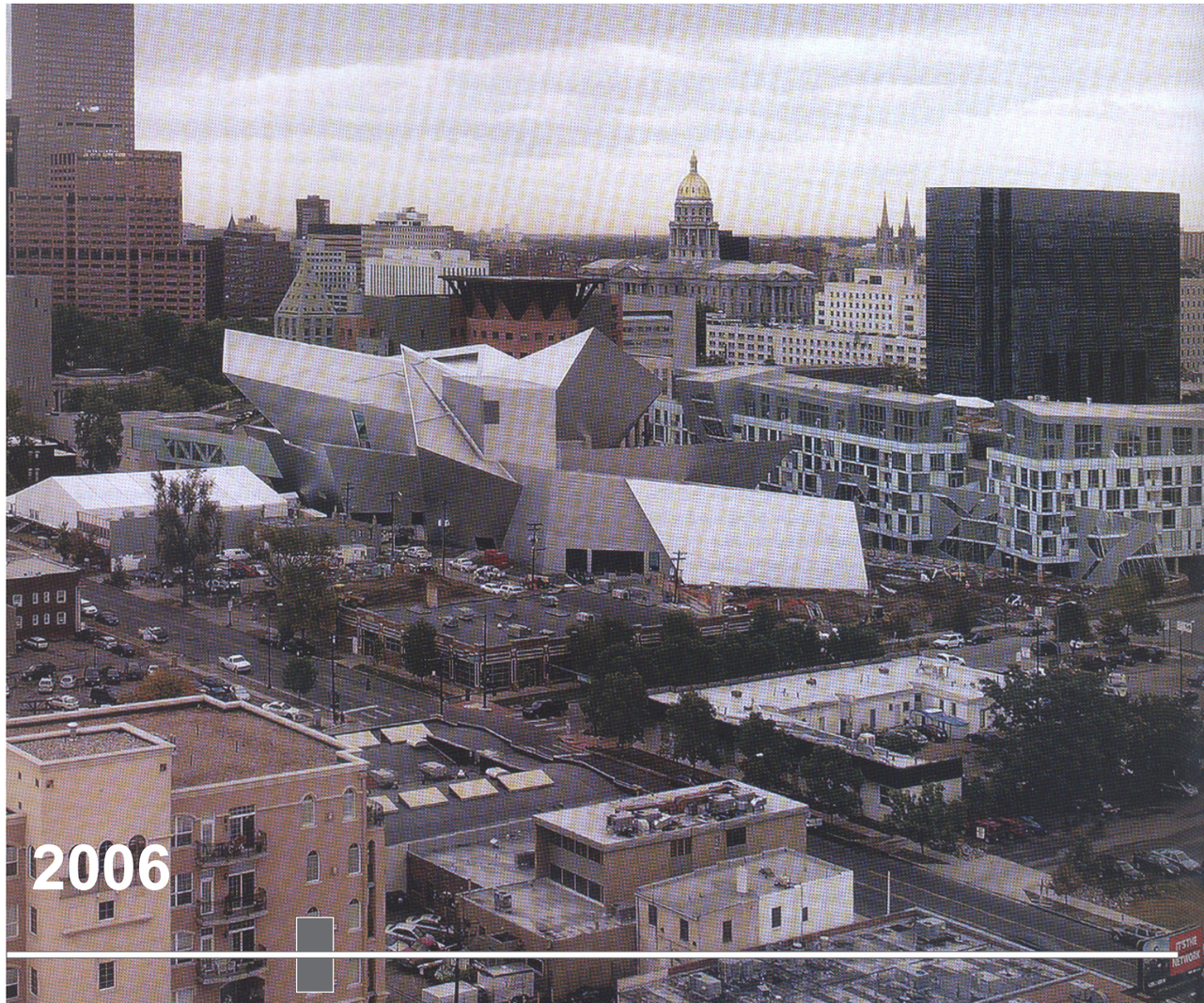


Image
Regional Context
Immediate Context (Site)
Scale

Program
Relationship between interior & exterior
Material

Image
Regional Context
Immediate Context (Site)
Scale

2014

Program
Relationship between interior & exterior
Material

2013?

should we care?

How much does the **image** of a building matter?

To whom does the **image** matter?

- The architect?
- The owner?
- The users?
- The public?
- The media?

At what point does the image of a building play such an important role that it becomes the dominate element of your experience?

- Image
- Regional Context
- Immediate Context (Site)
- Scale
- Program
- Relationship between interior space and exterior form
- Material

Zhang has issued an open appeal for help in **combatting this massive, open counterfeiting operation**, and lamented: “Everyone says that China is a great copycat country, and that it can copy anything**.”**

Zhang Xin
head of SOHO China property developer
der Spiegel, December 28, 2012

“It is possible that the Chongqing pirates...could work out a similar building...but **this would only be a rough simulation of the architecture**.”

Satoshi Ohashi
project director at Zaha Hadid Architects
der Spiegel, December 28, 2012

If future generations of these cloned buildings display **innovative mutations**, “**that could be quite exciting**.”

Zaha Hadid
der Spiegel, December 28, 2012